

April 29, 2011

To: Executive Board

Subject: **Transit Store Quarterly Report**

Recommendation

Receive and file the Transit Store Quarterly Report.

Analysis

Pass Sales (Attachments A & B): Sales for the third quarter of FY 2011 totaled \$1,595,101; an increase of less than three percent from the \$1,550,998 in sales during the third quarter of FY 2010. **Attachment A** provides a graphic representation of the three-month sales figures by store. **Attachment B** provides a graphic representation of the three-month sales figures by product.

Sales by Store				
STORE LOCATION	JANUARY	FEBRUARY	MARCH	THIRD QTR TOTAL
West Covina	\$95,264	\$110,675	\$105,849	\$311,788
Puente Hills	\$113,084	\$112,410	\$102,013	\$327,507
Claremont	\$52,910	\$63,105	\$61,200	\$177,215
Pomona	\$91,511	\$92,756	\$96,588	\$280,855
El Monte	\$138,148	\$145,815	\$153,038	\$437,001
WebSales TAP Service Ctr.	\$20,999	\$19,099	\$20,637	\$60,735
Total	\$511,916	\$543,860	\$539,325	\$1,595,101

Phone Activity (Attachments C & D): During the third quarter of FY 2011 a total of 75,373 phone calls came through the 800 customer service line. The Transit Stores team answered 68,572 of these calls with an average hold time of 22 seconds. The average handling time of a call was one minute and 33 seconds. The percentage of calls answered during this period was 91percent, which is an increase of approximately four percent when compared to the same period in FY 2010.

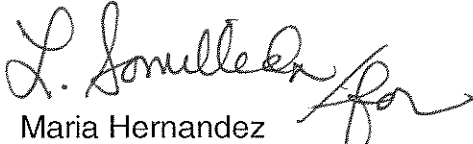
The higher volume of calls could be attributed to new customers who are looking at public transit as an alternative to rising gas prices.

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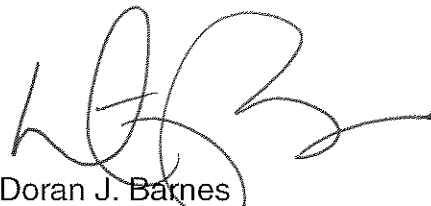
MONTH	PERCENT ANSWERED	CALLS RECEIVED	CALLS ANSWERED	AVG. HOLD TIME	AVG. HANDLING TIME
JAN 11	92%	24,995	22,922	0:20	01:29
FEB 11	91%	23,180	21,175	0:23	01:34
MAR 11	90%	27,198	24,475	0:25	01:37
3rd Qtr Total	91%	75,373	68,572	0:22	01:33

Walk-in Traffic (Attachment E) Total walk-in traffic recorded for all *Stores* this quarter was 163,927, representing a decrease of approximately 14 percent when compared to the same period in FY 2010, which totaled 187,549.

Sincerely,



Maria Hernandez
Puente Hills Transit *Store* Manager

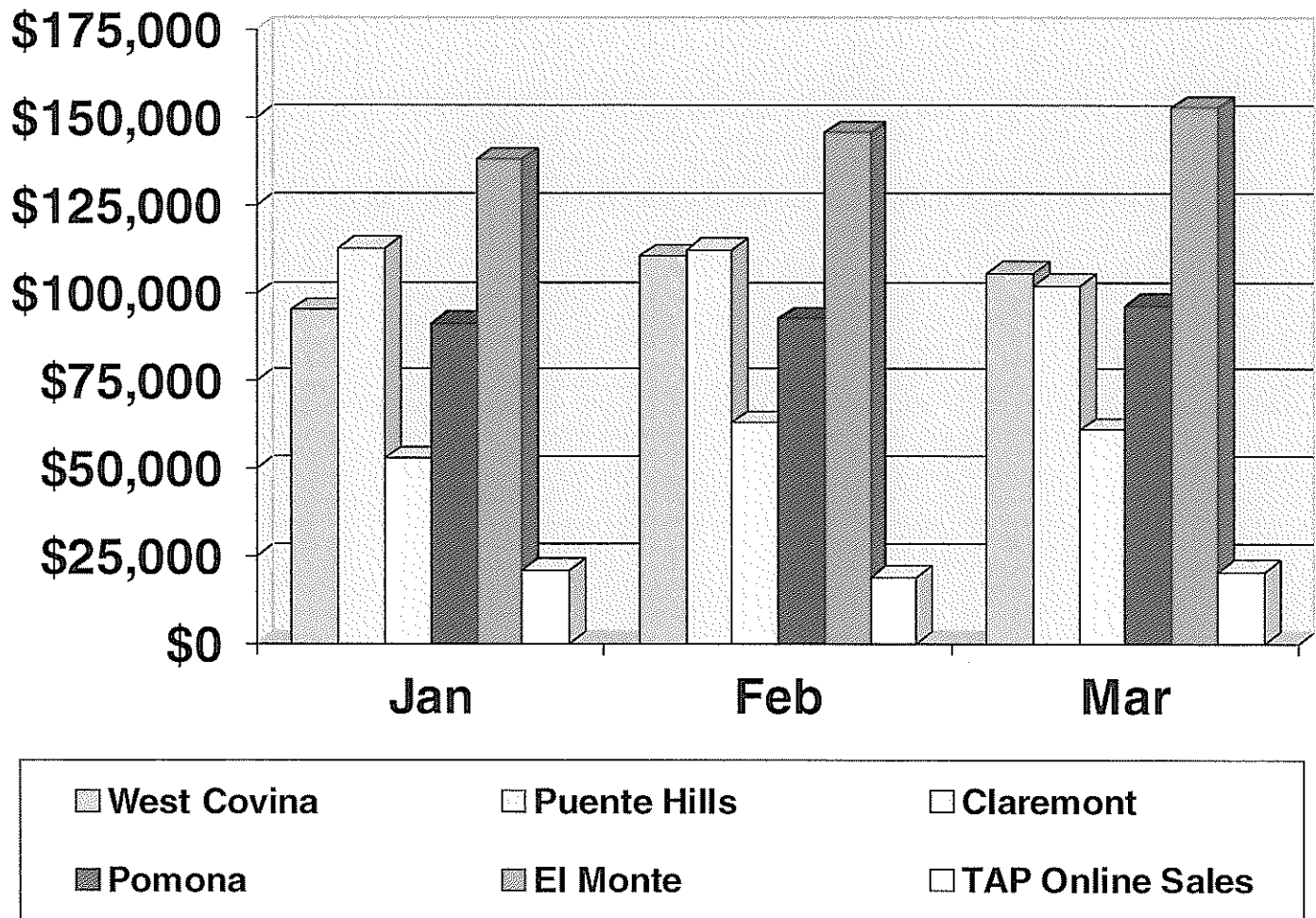


Doran J. Barnes
Executive Director

Attachment

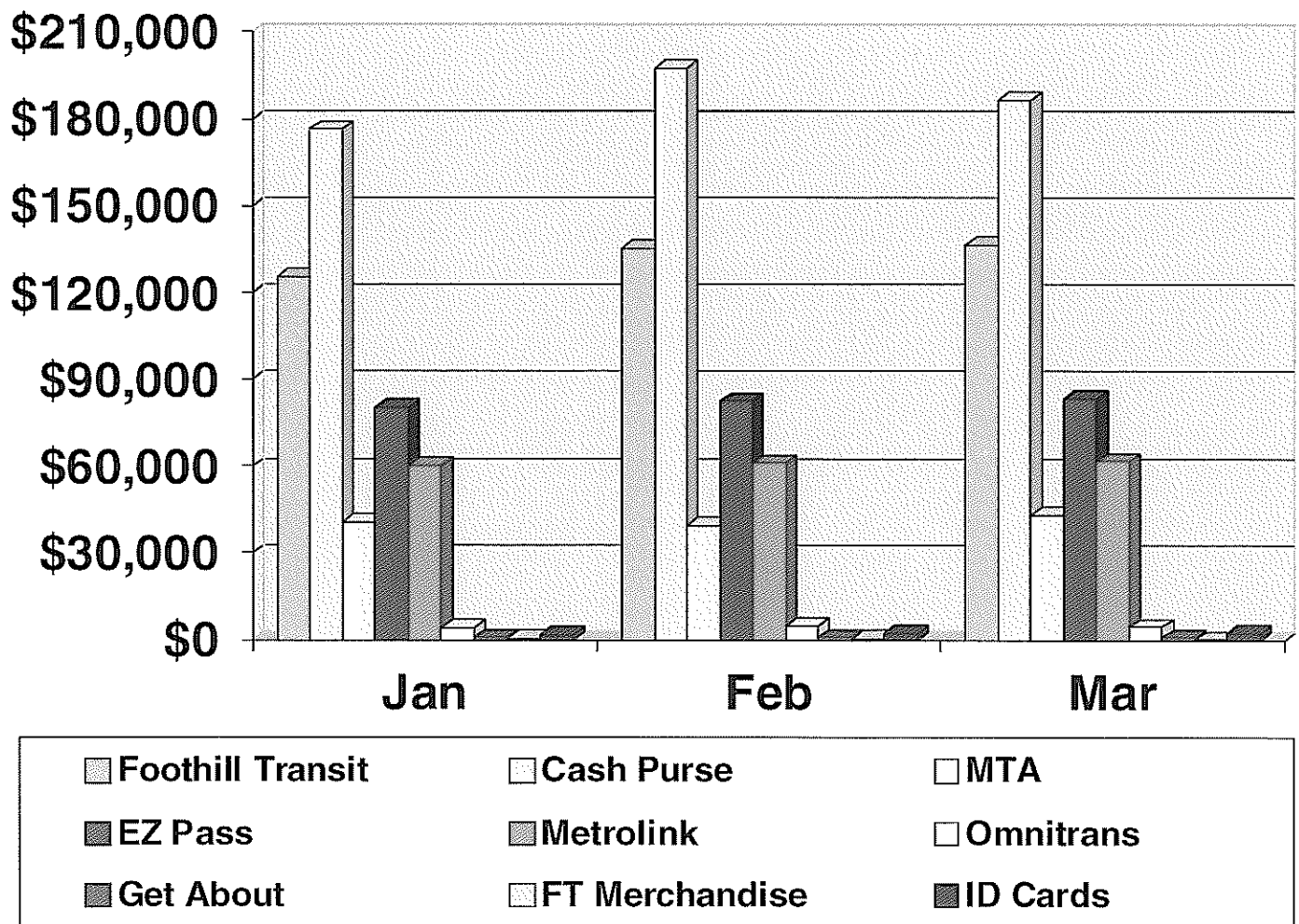
Attachment A

Transit Store Quarterly Report FY 11 Sales



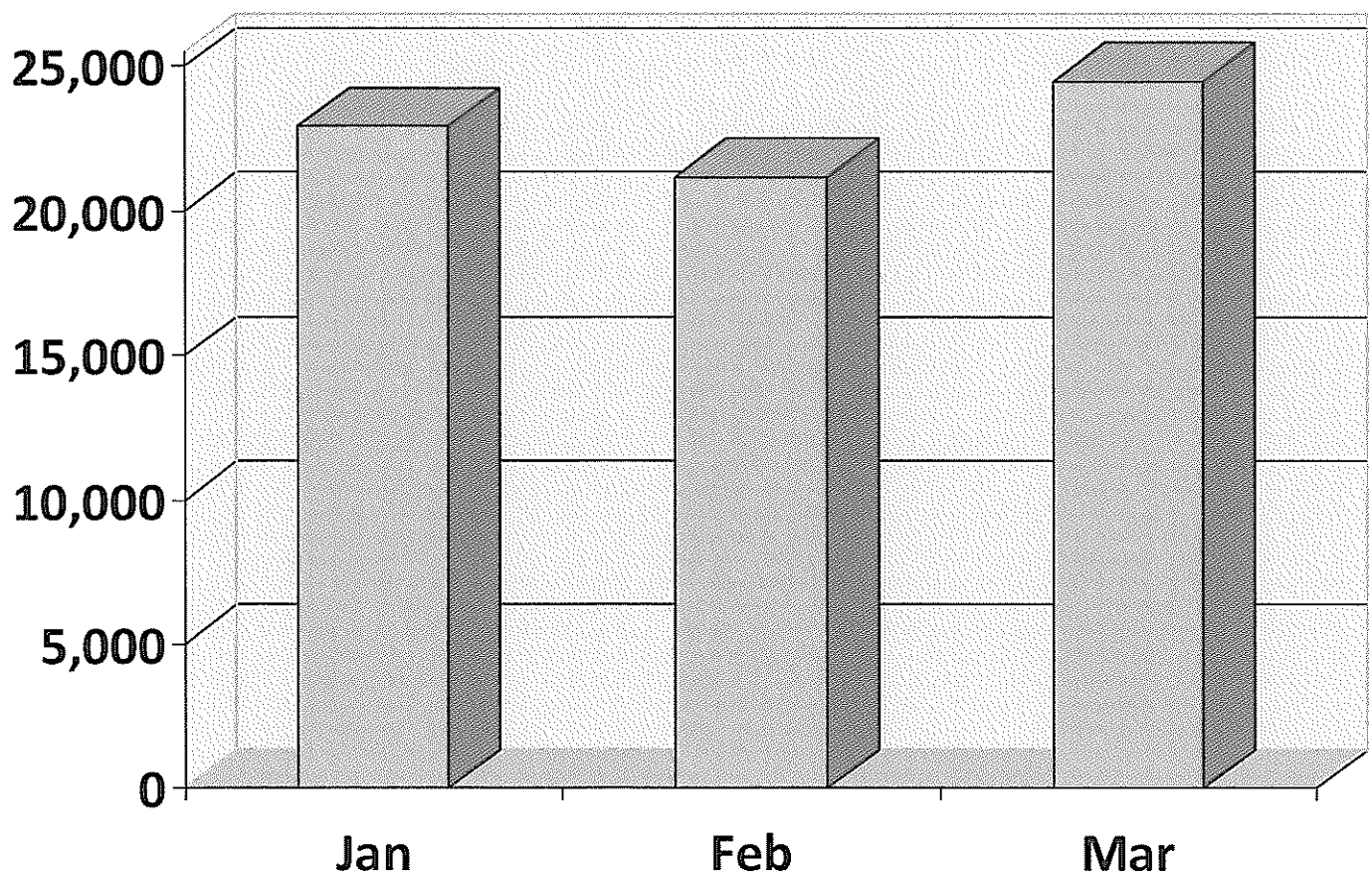
Attachment B

Transit Store Quarterly Report FY 11 Sales by Product



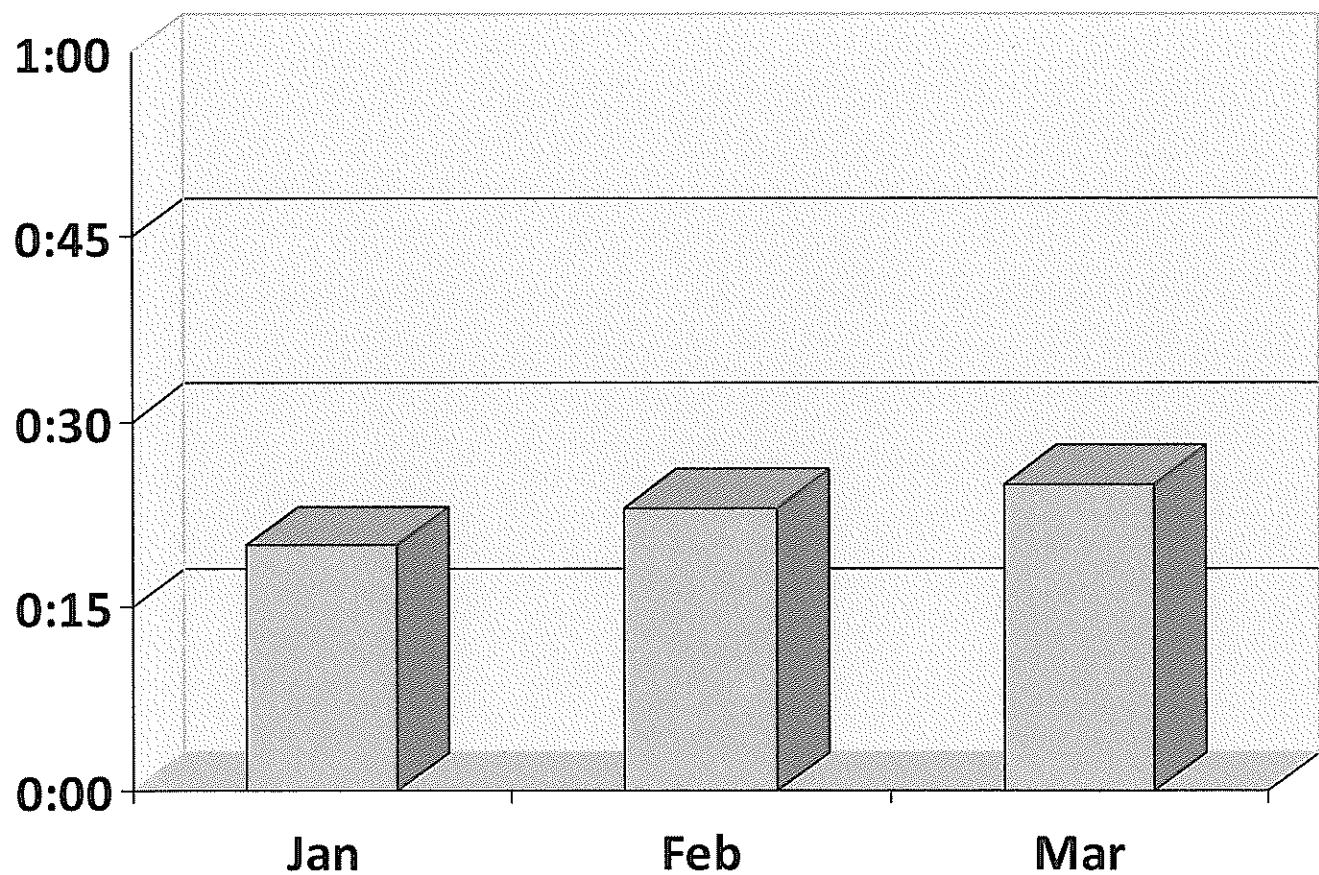
Attachment C

**Transit *Store* Quarterly Report FY 11
Total Calls Answered**



Attachment D

**Transit *Store* Quarterly Report FY 11
Average Hold Time**



Attachment E

Transit Store Quarterly Report FY 11 Total Walk-in Traffic

